



Miranda Paster &lt;miranda.paster@lacity.org&gt;

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**Re: Venice BID 207 Horizon Ave**

27 messages

Tara Devine &lt;tara@devine-strategies.com&gt;

Wed, Sep 7, 2016 at 12:53 PM

To: Miranda Paster &lt;Miranda.Paster@lacity.org&gt;

Can you or your staff help resolve this?  
ZIMAS and Assessor show his parcel as C1-1.

I am not the arbiter of zoning. If the City/Assessor tells me he's RD 1.5-1, then by all means, we can take him out.

On Sep 7, 2016 10:52 AM, "LOUIS TRAEGER" <lvtraeger@yahoo.com> wrote:

Dear Ms Devine

After receiving your response to my email, I contacted the Los Angeles Department of Building and Safety concerning the zoning of my property on Horizon Ave. They referred me to ZIMAS but said the property was subject to restrictions enacted in the Venice Coastal Zone Specific Plan which the City adopted.

As I explained to you yesterday, it is necessary to click on the drop down **Specific Plan Area Venice Coastal Zone**. This takes you to Map 7a which is a map attachment to the Venice Coastal Zone Specific Plan which was adopted by the City of Los Angeles. The Horizon property is zoned RD1.5. This is a City of Los Angeles adopted Map and not a Coastal Commission Map.

I also went to the Los County Assessor public web site and located my property. The Assessor also shows my property to be single family residential

The Venice Coastal Zone Specific Plan is easily found on the ZIMAS website and I am sure that you can easily verify the other information I have provided here. It is not necessary to go to Coastal Commission maps but only to map 7a which was adopted by the City of Los Angeles.

I request that you remove the Horizon property form the proposed BID.

Louis Traeger

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**From:** Tara Devine <tara@devine-strategies.com>**To:** LOUIS TRAEGER <lvtraeger@yahoo.com>**Sent:** Tuesday, September 6, 2016 8:55 PM**Subject:** Re: Venice BID 207 Horizon Ave

Dear Mr. Traeger:

I honestly do not know why the Coastal Commission map shows your property as RD1.5. I do know, however, that a Coastal Commission zone map is not a definitive source on zoning - it could be an error, or the zoning may have changed at some point. I do not know. A Coastal Commission map is not a basis on which I can prove your property is zoned RD1.5.

I have checked your parcel at least twice on both the City's ZIMAS and the County Assessor's website, and both reflect a commercial zoning (C1) for your property.

I do understand your perspective, and am not unempathetic to either your arguments or feelings on this matter. But I am working within the state and local laws that govern BIDs. BIDs are based on zoning and not use. There is no difference in zoning between your parcel and the parcel to the west of you on Horizon (also included.) There is a difference in zoning between your parcel and the parcel east of you, which is

why it is NOT included in the BID.

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

Los Angeles, CA 90015

310.430.5121

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

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On Tue, Sep 6, 2016 at 1:55 PM, LOUIS TRAEGER <[lvtraeger@yahoo.com](mailto:lvtraeger@yahoo.com)> wrote:

Dear Ms Devine:

I have communicated with you before about my property located at 207 Horizon Ave. On the latest Coastal Commission zone map it is shown as being zoned RD1.5. I have attached a PDF file showing how you can locate this information on the City of Los Angeles ZIMA web site.

Because this property has been and is now being used as a residential property its use cannot be changed to commercial under both the City Zoning code and Coastal Commission regulations.

I request that this property be removed from the proposed Venice BID because Streets and Highway code conclusively presumes that property zoned solely for residential use will not benefit from a BID.

Louis Traeger

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**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>

**To:** LOUIS TRAEGER <[lvtraeger@yahoo.com](mailto:lvtraeger@yahoo.com)>

**Sent:** Friday, May 13, 2016 7:17 PM

**Subject:** Re: Venice BID

Dear Mr. Traeger:

Yes, of course. Thank you for reaching out to me - that's what I'm here for!

So - when it comes to business improvement districts, zoning rules (rather than use.) Your property is zoned commercial (and allows commercial uses by-right) which is why it is included. Part of the reason for this is that property uses change very frequently (and are quite difficult to track) while zoning is fairly constant, changes infrequently, and when changes occur, they are pretty easy to track.

Please let me know if you have additional questions.

Warmest regards,

Tara

On Fri, May 13, 2016 at 4:05 PM, LOUIS TRAEGER <lvtraeger@yahoo.com> wrote:

I am the property owner of 207 Horizon Ave. in Venice, which is a house. I received your packet of material today and I do not understand why you have included my property in a business district. Would you please provide me information about this.

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**Miranda Paster** <miranda.paster@lacity.org>  
To: "Rader, Dennis" <dennis.rader@lacity.org>, Rita Moreno <rita.moreno@lacity.org>  
Cc: "Hinkson, Rosemary" <rosemary.hinkson@lacity.org>

Wed, Sep 7, 2016 at 4:27 PM

----- Forwarded message -----

From: **Tara Devine** <tara@devine-strategies.com>

Date: Wed, Sep 7, 2016 at 12:53 PM

Subject: Re: Venice BID 207 Horizon Ave

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**Dennis Rader** <dennis.rader@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>  
Cc: Rita Moreno <rita.moreno@lacity.org>, "Hinkson, Rosemary" <rosemary.hinkson@lacity.org>

Wed, Sep 7, 2016 at 4:33 PM

Miranda, I have no idea how this coastal commission classification applies to BID law. Perhaps the City Attorney could help?

[Quoted text hidden]

--

Dennis Rader

Technical Research Supervisor

Los Angeles City Clerk, NBID Division

[213-978-1120](tel:213-978-1120)

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**Miranda Paster** <miranda.paster@lacity.org>  
To: Dennis Rader <dennis.rader@lacity.org>  
Cc: Rita Moreno <rita.moreno@lacity.org>, "Hinkson, Rosemary" <rosemary.hinkson@lacity.org>

Wed, Sep 7, 2016 at 4:37 PM

The email is asking about zoning RD1.5.

[Quoted text hidden]

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**Dennis Rader** <dennis.rader@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>  
Cc: Rita Moreno <rita.moreno@lacity.org>, "Hinkson, Rosemary" <rosemary.hinkson@lacity.org>

Thu, Sep 8, 2016 at 7:18 AM

RD 1.5 is considered zoned solely residential.

[Quoted text hidden]

**Rita Moreno** <rita.moreno@lacity.org>

Fri, Sep 9, 2016 at 12:51 PM

To: Dennis Rader <dennis.rader@lacity.org>

Cc: Miranda Paster <miranda.paster@lacity.org>, "Hinkson, Rosemary" <rosemary.hinkson@lacity.org>

The Venice Coastal Zone Specific Plan Information allows you to view the "Text" or "Maps." If you view the Text, you will find maps included, one of which is "Exhibit 7a, Existing Zoning, Subarea: North Venice - Venice Canals" on page 39 of 60. The map seems to include 207 Horizon Avenue within the C1 zoning. If you view the Maps, the zoning map for North Venice - Venice Canals Part I seems to exclude 207 Horizon Avenue from the C1 zoning and include it within the RD1.5 zoning.

I asked Planning about this discrepancy and they said that we cannot go by the maps (you'll note that parcel numbers are not included). They looked up the parcel and said that it was zoned C1 even before the last update of the Community Plan for Venice. According to Planning, the zoning information contained in ZIMAS is accurate.

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Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130

---

**Miranda Paster** <miranda.paster@lacity.org>

Mon, Sep 12, 2016 at 11:32 AM

To: Dennis Rader <dennis.rader@lacity.org>

Cc: Rita Moreno <rita.moreno@lacity.org>, "Hinkson, Rosemary" <rosemary.hinkson@lacity.org>

Hi Dennis.

I thought that when we were looking at East Hollywood that RD1.5 was commercial.

On Thu, Sep 8, 2016 at 7:18 AM, Dennis Rader <dennis.rader@lacity.org> wrote:

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**Dennis Rader** <dennis.rader@lacity.org>

Tue, Sep 13, 2016 at 7:19 AM

To: Miranda Paster <miranda.paster@lacity.org>

Cc: Rita Moreno <rita.moreno@lacity.org>, "Hinkson, Rosemary" <rosemary.hinkson@lacity.org>

No, RD1.5 is a solely residential zoning. East Hollywood had a different issue, only PART of the parcels were RD1.5. The City Attorney said that if only part of a parcel was zoned that way, then the parcel was NOT zoned solely residential and the entire parcel could be assessed.

[Quoted text hidden]

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**Miranda Paster** <miranda.paster@lacity.org>

Tue, Sep 13, 2016 at 8:04 AM

To: Dennis Rader <dennis.rader@lacity.org>

Thank you.

[Quoted text hidden]

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**Miranda Paster** <miranda.paster@lacity.org>

Tue, Sep 13, 2016 at 8:06 AM

To: Tara Devine <tara@devine-strategies.com>

If a parcel is all RD1.5, it is solely residential.

[Quoted text hidden]

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**Tara Devine** <tara@devine-strategies.com>  
To: Miranda Paster <miranda.paster@lacity.org>

Tue, Sep 13, 2016 at 9:10 AM

I know that - the question is over his zoning.

He insists his parcel is RD1.5 and provides a Coastal Commission map as proof.

Meanwhile, ZIMAS and the Assessor both show his zoning as C1.

I suspect that the CC map is just an error, but I am asking for the City (Clerk or Planning) to confirm that, because he does not like that answer when I give it.

[Quoted text hidden]

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**Miranda Paster** <miranda.paster@lacity.org>  
To: Dennis Rader <dennis.rader@lacity.org>  
Cc: Rita Moreno <rita.moreno@lacity.org>, "Hinkson, Rosemary" <rosemary.hinkson@lacity.org>

Tue, Sep 13, 2016 at 10:55 AM

Hello.

She wants verification as to whether or not the property is zoned RD1.5. Can you verify the zoning?

Thanks.

On Wed, Sep 7, 2016 at 4:33 PM, Dennis Rader <dennis.rader@lacity.org> wrote:

[Quoted text hidden]

[Quoted text hidden]

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**Dennis Rader** <dennis.rader@lacity.org>  
To: Miranda Paster <miranda.paster@lacity.org>  
Cc: Rita Moreno <rita.moreno@lacity.org>, "Hinkson, Rosemary" <rosemary.hinkson@lacity.org>

Tue, Sep 13, 2016 at 11:00 AM

ZIMAS shows it as C1. Any of the other issues that were brought up are beyond what I know how to interpret, or have the authority to decide on.

[Quoted text hidden]

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**Miranda Paster** <miranda.paster@lacity.org>  
To: Dennis Rader <dennis.rader@lacity.org>

Tue, Sep 13, 2016 at 11:07 AM

Dennis can you see what the person indicated, a drop down menu, on Zimas which lists a different zone?

[Quoted text hidden]

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**Rita Moreno** <rita.moreno@lacity.org>  
To: Dennis Rader <dennis.rader@lacity.org>  
Cc: Miranda Paster <miranda.paster@lacity.org>, "Hinkson, Rosemary" <rosemary.hinkson@lacity.org>

Tue, Sep 13, 2016 at 11:07 AM

I checked with Planning, as I mentioned in my previous email, and they confirmed that maps are not accurate and that the zoning found in ZIMAS is accurate.

On Tue, Sep 13, 2016 at 11:00 AM, Dennis Rader <dennis.rader@lacity.org> wrote:

[Quoted text hidden]

—  
Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
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**Miranda Paster** <miranda.paster@lacity.org>

Tue, Sep 13, 2016 at 11:09 AM

To: Rita Moreno &lt;rita.moreno@lacity.org&gt;

Cc: Dennis Rader &lt;dennis.rader@lacity.org&gt;, "Hinkson, Rosemary" &lt;rosemary.hinkson@lacity.org&gt;

Hi Rita.

So to summarize, Planning is indicating that the property is C1. Correct?

[Quoted text hidden]

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**Rita Moreno** <rita.moreno@lacity.org>

Tue, Sep 13, 2016 at 11:11 AM

To: Miranda Paster &lt;miranda.paster@lacity.org&gt;

Cc: Dennis Rader &lt;dennis.rader@lacity.org&gt;, "Hinkson, Rosemary" &lt;rosemary.hinkson@lacity.org&gt;

Yes.

[Quoted text hidden]

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**Miranda Paster** <miranda.paster@lacity.org>

Tue, Sep 13, 2016 at 11:19 AM

To: Rita Moreno &lt;rita.moreno@lacity.org&gt;

Cc: Dennis Rader &lt;dennis.rader@lacity.org&gt;, "Hinkson, Rosemary" &lt;rosemary.hinkson@lacity.org&gt;

Thank you.

[Quoted text hidden]

---

**Miranda Paster** <miranda.paster@lacity.org>

Tue, Sep 13, 2016 at 11:19 AM

To: Tara Devine &lt;tara@devine-strategies.com&gt;

Cc: "Hinkson, Rosemary" &lt;rosemary.hinkson@lacity.org&gt;

Planning indicated that the property is C1 per Rita.

On Wed, Sep 7, 2016 at 12:53 PM, Tara Devine &lt;tara@devine-strategies.com&gt; wrote:

[Quoted text hidden]

-  
Counting my blessings - Sing and be Happy Today![http://clerk.lacity.org/stellent/groups/departments/@clerk\\_master\\_contributor/documents/contributor\\_web\\_content/lacityp\\_026712.png](http://clerk.lacity.org/stellent/groups/departments/@clerk_master_contributor/documents/contributor_web_content/lacityp_026712.png)

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**Tara Devine** <tara@devine-strategies.com>

Wed, Sep 14, 2016 at 1:05 PM

To: Miranda Paster &lt;miranda.paster@lacity.org&gt;, Rita Moreno &lt;Rita.Moreno@lacity.org&gt;

Cc: "Hinkson, Rosemary" &lt;rosemary.hinkson@lacity.org&gt;

I am sorry to raise this again, but I always try to be responsive. Mr. Traeger has been persistent, but polite.

I think he is on the edge of understanding and possibly accepting the situation (zoning vs. use,) but he has asked for a contact at Planning who can discuss/explain this to him.

He alludes to the fact that he's spoken to someone else (sounds like LADBS - see email at bottom.) He finds the LADBS advice he received and the feedback we are giving him as inconsistent, so he would like to speak to Planning.

Do you have a specific contact I might refer him to?

Warmest regards,

**TARA DEVINE**

DEVINE STRATEGIES

645 West Ninth St.,#110-293

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310.430.5121

[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

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**Rita Moreno** <rita.moreno@lacity.org>

Wed, Sep 14, 2016 at 2:32 PM

To: Tara Devine &lt;tara@devine-strategies.com&gt;

Cc: Miranda Paster &lt;miranda.paster@lacity.org&gt;, "Hinkson, Rosemary" &lt;rosemary.hinkson@lacity.org&gt;

He can find all the names and numbers on the Department's webpage: [http://cityfone.lacity.org/verity/department\\_directory/p025PLN.pdf](http://cityfone.lacity.org/verity/department_directory/p025PLN.pdf)

Chief Zoning Administrator: Linn Wyatt (213) 978-1318

Project Planning, West/Coastal: Sr. City Planner Jae Kim (213) 978-1322

Community Planning Section: Division Manager Craig Weber (213) 978-1311

I went over to their front desk and spoke to a Planner that is not the assigned person; the assigned person, who I believe is Jae Kim, was out of the office.

[Quoted text hidden]

—

Rita Moreno

City of Los Angeles

Office of the City Clerk

Neighborhood and Business Improvement District Division

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Los Angeles, CA 90012

Office (213) 978-1122

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**Tara Devine** <tara@devine-strategies.com>

Wed, Sep 14, 2016 at 3:00 PM

To: Rita Moreno &lt;rita.moreno@lacity.org&gt;

Cc: Miranda Paster &lt;miranda.paster@lacity.org&gt;, "Hinkson, Rosemary" &lt;rosemary.hinkson@lacity.org&gt;

Thank you!

[Quoted text hidden]

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**Tara Devine** <tara@devine-strategies.com>

Mon, Sep 19, 2016 at 2:05 PM

To: Miranda Paster &lt;Miranda.Paster@lacity.org&gt;, Rita Moreno &lt;Rita.Moreno@lacity.org&gt;

Mr. Traeger claims Jae Kim gave him information that conflicts with the information that another staff person gave to Rita last week. That said, Mr. Traeger could be misunderstanding or mis-characterizing the conversation with Jae - I have not independently verified any of this with Jae.

I have tried to be helpful and responsive to Mr. Traeger, but I would like to be removed as the middleman between Mr. Traeger and the City in the debate over what his zoning is. At this time, I cannot make the change Mr. Traeger is requesting. If the City provides me with written documentation that his zoning is not eligible for assessment, we will remove him. As it stands, the sources we use for all properties say his property is zoned C1 (Assessor & ZIMAS.) If that is incorrect, it would be great for City Planning to update that information in its system. Below is the history of my conversation with Mr. Traeger.

Please advise with whom I should connect Mr. Traeger. I will send an email under separate cover. I can simply connect him to one or both of you, or I can send him to Jae Kim with a cc. to the one or both of you - please let me know what you prefer. If Jae, please confirm his email for me: [jae.h.kim@lacity.org](mailto:jae.h.kim@lacity.org)

Thanks!

Tara

----- Forwarded message -----

From: **Tara Devine** <tara@devine-strategies.com>

Date: Mon, Sep 19, 2016 at 1:48 PM

Subject: Re: Venice BID 207 Horizon Ave  
To: LOUIS TRAEGER <[lvtraeger@yahoo.com](mailto:lvtraeger@yahoo.com)>

Dear Mr. Traeger:

If you re-read my email, I did not tell you they spoke to Jae Kim. I told you that I believed they spoke to a member of his staff.

Respectfully, you and the City are telling me different things. I need the City to provide me with documentation about your zoning if it is other than C1. We do not typically use the type of map you cite to establish zoning, when all other public records indicate otherwise.

Until the City tells me your property is RD-1.5, I must be consistent and use the same source we use for all properties. I would prefer that they establish this for me in writing.

I have NO say whatsoever in your property's zoning, and would like not to continue as the middleman in this matter. I will connect you via email to the City Clerk. I ask that you work with them to resolve this.

Warmest regards,

**TARA DEVINE**  
DEVINE STRATEGIES  
645 West Ninth St.,#110-293  
Los Angeles, CA 90015  
310.430.5121  
[tara@devine-strategies.com](mailto:tara@devine-strategies.com)

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On Thu, Sep 15, 2016 at 1:41 PM, LOUIS TRAEGER <[lvtraeger@yahoo.com](mailto:lvtraeger@yahoo.com)> wrote:  
Hi Tara,

I spoke with Mr. Kim today as you suggested, and he told me that he did not speak with anyone from the City Clerk's Office concerning this issue. He told me that zoning issues are referred to the Zoning Department at Building and Safety. That is who I contacted before.

Mr. Kim was very nice and spent some time with me going over my issues. We went on line to ZIMAS, which as you know shows city zoning. We went through the steps which I outlined for you earlier (click on the drop down **Specific Plan Area Venice Coastal Zone**. This takes you to Map 7a which is a map attachment to the Venice Coastal Zone Specific Plan adopted by the City of Los Angeles.)

Mr. Kim informed me that map 7a was adopted by an ordinance of the City Council and is the latest and most up to date zoning information. My property is shown on map 7a as being RD1.5.

I think you have a misconception about who prepared map 7a. It was prepared by the City of Los Angeles and adopted by ordinance of the City Council. I think you should actually speak with Mr. Kim if you have any doubt about this information.

Also, the FigTree Cafe is shown on Map 7a as being a commercial property. As far as I know, the City of Los Angeles will not issue a business license unless the business is in a commercial zone. You cannot operate a restaurant on property zoned residential.

So please confirm this information and remove my property on Horizon from the Venice BID.

Louis

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**From:** Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)>  
**To:** LOUIS TRAEGER <[lvtraeger@yahoo.com](mailto:lvtraeger@yahoo.com)>